

Provisional Product List for NAICS 541830: Media Buying Agencies*

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|-----------------------------|--------------------------|---------------------------|--|--|--------------------------|---|---|-------------------------------|----|----|---|--------|------------------|----------------|
| Industry Subject Area | Working Group Code | Tri- lateral Detail | English Title | English Definition | Product Exists in: | | | National Product Detail | | | NAICS Industries Producing the Product | | | CPC Codes |
| | | | | | C | M | U | C | M | U | Canada | Mexico | U.S. | |
| 54183 | 1 | X | Media planning and/or buying services | Providing media planning or media buying services separately or in combination. | X | X | X | | | | 541830 | 541830 | 541830 | 83620 83610 |
| 54183 | 1.1 | | Full media planning and buying services | Acquiring advertising time or space from broadcast, print and other media owners on behalf of advertisers or advertising agencies. Full services include combinations of the following activities or functions: media planning and selection, negotiating media prices and placement, managing the flow of finished advertisements (known as traffic management), monitoring performance, and post campaign analysis. The service is the same for all media even though the specified processes may differ. | | X | X | | X | X | | 541830 | 541830 541810 | 83620 83610 |
| 54183 | 1.2 | | Media planning and buying | Developing plans for advertisers to follow in selecting the types of media and specific media outlets to reach the target audience within the advertising budget, and negotiating the media prices and placement. | | X | X | | X | | | 541830 | | 83620 83610 |
| 54183 | 1.3 | | Media planning | Developing plans for advertisers to follow in selecting the types of media and specific media outlets to reach the target audience within the advertising budget. | | X | X | | X | X | | 541830 | 541830 | 83610 |
| 54183 | 1.4 | | Media buying | Buying space or time from the media on behalf of the advertisers or advertising agencies. | | X | X | | X | X | | 541830 | 541830 541810 | 83620 |
| 54183 | 2 | X | Media research, analysis, and verification services | Conducting research, analysis, and verification/evaluation activities to provide clients with information about all types of media, such as media coverage, audience, effectiveness, reliability, etc. | X | X | X | | | | 541830 | 541830 | 541830 | 83610 |
| 54183 | 2.1 | | Media research | Researching characteristics of advertising media (audience/readership size and characteristics, cost, etc.) to enable advertisers most effectively to reach the audience determined by the marketing or advertising campaign. This research may include a compilation and analysis of existing data collected by third parties, as well as primary data collection activities by the media buying establishment. | | | X | | | X | | | 541830 | 83610 |
| 54183 | 2.2 | | Competitive advertising reports | Preparing reports on the advertising that the competition is placing in the media, in terms of investment, rating, and strategy. | | X | | | X | | | 541830 | | 83610 |
| 54183 | 2.3 | | Media advertising verification | Conducting follow up of the various media to ensure that advertisements are placed in accordance with the terms of the media contract. | | X | | | X | | | 541830 | | 83610 |

***" entries for NAICS codes in columns 12-14 and for CPC codes in column 15 indicate that the information is unknown or particularly uncertain at this time.

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| | | | | | C | M | U | C | M | U | Canada | Mexico | U.S. | |
| 54183 | 3 | X | Other media planning and buying services | Other media planning and buying services, not elsewhere specified | X | X | X | | | | 541830 | 541830 | 541830 | 83610 |
| 54183 | 3.1 | | Media consulting | Providing consultation, research, or reports to advertisers to assist them in developing media strategies. | | | X | | | X | | | 541830 | 83610 |

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